

The Nevada Commission on Tourism was created in 1983, consisting of a Division of Tourism and a Division of Publications. The Commission is directly responsible to the Legislature, and serves as an independent body to stimulate tourism in Nevada. The advertising program is directed primarily to consumers and the travel industry to stimulate interest in travel information and recreation in Nevada. Between the Commission's creation in 1983 through 1988, the Commission meetings focused on activities to further the objectives of the agency. The slogan "Nevada's Got It. Come and Get It." was adopted, and projects such as Harrah's Automobile Collection in Reno and the Reno Air Races were supported. The Commission made an active stand on the designation of Nevada as a nuclear waste dump because of its "uncertain impact on tourism industry," urging a survey of public attitudes and expectations to be conducted by qualified research firm.

The publication of Nevada Magazine is a function of the Commission on Tourism. Established in January, 1936, as Nevada Highways and Parks, the magazine was the State's first regular effort to promote tourism. The publication focused on the natural attractions and significant developments in the State: tours to the Valley of Fire, the geysers, and Lake Mead and Hoover Dam, giving gambling and divorce a low profile. Highways and Parks suspended publication during World War II and resumed in 1946. In 1964 the Legislature approved a plan for the magazine to go commercial. The appearance of the magazine also changed to a stronger NEVADA masthead across the top of the cover. In the mid 70's NEVADA was moved from the Department of Highways to the Department of Economic Development. The publication became bi-monthly. In 1981 fifty years of legalized gambling in Nevada was celebrated by the magazine.

The Commission likewise addressed the upgrading of marketing, promotion and financial services for the magazine.

Records 1982-1992 (1977) 2.7 cubic feet

Nevada Tourism Commission 1984-1992 .3 cubic ft.

Twelve folders of photographs, slides, and printed materials for brochures and conferences for the promotion of tourism.

Tales from Nevada Magazine (1977) 1982-1985 2.4 cubic ft.

Recordings of Norm Nielson's "Tales from Nevada Magazine," radio short subjects based on stories and articles from Nevada Magazine. One audio cassette tape, 1 seven-inch audio reel, and the rest in 5-inch audio reels.